

**(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2021 ONLY)**

21UBM621

REG.NO. :

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI  
END-OF-SEMESTER EXAMINATIONS: MAY-2024  
COURSE NAME: B.B.A  
SEMESTER: VI  
MAXIMUM MARKS: 70  
TIME: 3 HOURS**

**PART - III  
ADVERTISING AND SALES PROMOTION**

**SECTION - A (10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**MULTIPLE CHOICE QUESTIONS.**

**(K1)**

1. Which of these is the best medium for advertisement?  
a) Television      b) Newspaper      c) Magazines      d) Radio
2. Which of the following is a key element in crafting an effective advertising copy?  
a) Length of the message      b) Use of complex language  
c) Ambiguity in the headline      d) Clear and compelling messaging.
3. What is the primary purpose of an advertising design layout?  
a) To showcase the designer's creativity      b) To communicate the brand message effectively  
c) To use as many colours as possible      d) To confuse the audience with intricate details
4. What is a common motivator for salespeople to excel in their performance?  
a) Fixed Salary      b) Flexible work hours  
c) Commission based incentives      d) Mandatory team-building events
5. Which of the following is a sales promotional instrument commonly used to encourage immediate purchases?  
a) Advertising      b) Public Relations      c) Coupons      d) Market Research

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.**

**(K2)**

6. List any four types of media.
7. What are the social effects of advertising?
8. Write the usage of typography printing.
9. What is the importance of effective sales force management in a business?
10. State the role of promotional instruments.

**SECTION – B (5 X 4 = 20 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) Explain the key factors to consider when assessing the effectiveness of Radio advertising compared to Television advertising.  
**(OR)**  
b) Analyze the benefits of Trade Fair for businesses and how can one effectively prepare for such event.

**(CONTD.....2)**

12.a) Explain the significance of the Advertising Organization.

(OR)

b) Enumerate the various elements of Copy Writing.

13.a) Explain the functions and importance of Effective Layout and design in advertising.

(OR)

b) Elaborate the steps involved in Campaign planning.

14.a) Examine the strategies in the Recruiting and Selection process for an effective sales force management.

(OR)

b) Analyze the role play by Compensation and Incentives in sales force management.

15.a) Explain the some effective techniques of Sales Promotion.

(OR)

b) Explain the process of Personal Selling.

**SECTION - C**

**(4 X 10 = 40 MARKS)**

**ANSWER ANY FOUR OUT OF SIX QUESTIONS**

**(16<sup>th</sup> QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS FROM Qn. No : 17 to 21)**

**(K4 (Or) K5)**

16. Explain the various forms of Media in today's digital era.

17. Examine the role of Magazines in Advertising.

18. Discuss the various Social effects of advertising.

19. Explain the significance of the Advertising Layout with suitable example.

20. Analyze the Sales force decision involved in managing the organization goals.

21. Elaborate the key concept of Marketing Communication and Persuasion.

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